

What is claimed is:

- 1 1. A method comprising:
- 2 displaying media, an electronic advertisement and an input area;
- 3 capturing input from the input area when a user interacts with the media; and
- 4 communicating advertising information to the user based on the captured
- 5 input.
- 1 2. The method of claim 1, wherein the media comprises a web-based computer game.
- 1 3. The method of claim 1, wherein communicating the advertising information to the
- 2 user includes sending an electronic mail message to the user.
- 1 4. The method of claim 1, wherein the input area comprises a check box and
- 2 communicating advertising information to the user includes communicating
- 3 information to the user when the check box is selected.
- 1 5. The method of claim 1, and further including registering the user prior to displaying
- 2 the media.
- 1 6. The method of claim 5, wherein communicating the advertising information includes
- 2 retrieving registration information for the user.
- 1 7. The method of claim 6, wherein communicating the advertising information includes
- 2 retrieving the registration information from a registration database.
- 1 8. The method of claim 1, wherein capturing input comprises capturing an email address
- 2 of the user.
- 1 9. A method of providing information about an advertised product or service
- 2 comprising:
- 3 formatting content to include media, an advertisement and an input area;
- 4 communicating the content to a client device for concurrent display to a user;
- 5 receiving input from the client device when a user interacts with the media;
- 6 and

communicating advertising information to the client device based on the received input.

10. The method of claim 9, wherein communicating the advertising information includes sending an electronic mail message to the client device based on the received input.

11. The method of claim 9, wherein the media comprises a web-based computer game.

12. The method of claim 10, wherein the input area is a check box and communicating advertising information to the user includes communicating information to the client device when the received input indicates a user marked the check box.

13. The method of claim 9, and further including registering a user prior to communicating the content to the client device.

14. The method of claim 13, wherein communicating the advertising information includes retrieving registration information for the user.

15. The method of claim 14, wherein communicating the advertising information includes retrieving registration information from a registration database.

16. The method of claim 1, wherein receiving input comprises receiving an email address of the user.

17. A computer-readable medium having instructions therein to cause a programmable processor to:

format content to include media, an advertisement and an input area;  
communicate the content to a client device for concurrent display to a user;  
receive input from the client device when a user interacts with the media; and  
communicate advertising information to the client device based on the received input.

18. The computer-readable medium of claim 17, wherein the instructions cause the programmable processor to send an electronic mail message to the client device based on the received input.

- 1 19. The computer-readable medium of claim 17, wherein the media comprises a web-  
2 based computer game.
- 1 20. The computer-readable medium of claim 17, wherein the input area is a check box  
2 and the instructions cause the programmable processor to communicate the  
3 advertising information to the client device when the received input indicates a user  
4 has marked the check box.
- 1 21. The computer-readable medium of claim 17, wherein the instructions cause the  
2 programmable processor to registering a user prior to communicating the content to  
3 the client device.
- 1 22. The computer-readable medium of claim 21, wherein retrieve registration information  
2 for the user.
- 1 23. The computer-readable medium of claim 17, wherein the instructions cause the  
2 programmable processor to retrieve registration information from a registration  
3 database.
- 1 24. The computer-readable medium of claim 17, wherein the instructions cause the  
2 programmable processor to receive an email address of the user.
- 1 25. A system comprising:  
2 a server communicatively coupled to a client device and configured to  
3 communicate content to the client device for display to the user, wherein the content  
4 includes media, an advertisement and an input area; and  
5 one or more software modules executing in an operating environment  
6 provided by the server and configured to receive input from the client device when a  
7 user interacts with the media and to communicate advertising information to the user  
8 based on the received input.
- 1 26. The system of claim 25 further comprising a registration database to store user  
2 information.

- 1 27. The system of claim 25 further comprising a web browser executing in an operating  
2 environment provided by the client device, wherein the browser is configured to  
3 capture input from the input area when the user interacts with the media and to  
4 forward the input to the server.
- 1 28. The system of claim 25, wherein the media comprises a web-based computer game.
- 1 29. The system of claim 25, wherein the input area is a check box and the server is  
2 configured to communicate the advertising information to the client device when the  
3 received input indicates a user has marked the check box.
- 1 30. The system of claim 26, wherein the server is configured to store registration  
2 information for the user within the registration database prior to communicating the  
3 content to the client device.
- 1 31. The system of claim 26, wherein server is configured to retrieve registration  
2 information from the registration database when sending the advertising information  
3 to the user.
- 1 32. The system of claim 25, wherein the server is configured to extract an email address  
2 from the received input and to send the advertising information to the user by an  
3 electronic mail message.
- 1 33. A method comprising:  
2 on a page served from a network, displaying (a) a first visible element  
3 associated with a link to another page that is also server from the network and (b) a  
4 second visible element that enables a user to indicate an interest in the first visible  
5 element without invoking the link;  
6 conveying information about the user's interest to another location on the  
7 network; and  
8 responding to the user's interest based on the information about the user's  
9 interest.

34. The method of claim 33, wherein responding to the user's interest includes communicating advertising information to the user.

35. The method of claim 33, wherein the first visible element comprises an advertisement and the second visible element comprises a check box.

36. The method of claim 33, and further including registering the user prior to displaying the first visible element.

37. The method of claim 36, wherein responding to the user's interest includes retrieving registration information for the user.

38. The method of claim 33, wherein the second visible element comprises an input area for capturing an email address of the user.